

General Electric  
**Information Services**  
Company

401 N Washington Street, Rockville, Maryland 20850 (301) 340-4000

12 June 1979

Mr. Edward M. Krakauer  
Senior Vice President  
New Business Development  
Mattel Toys  
5150 Rosecrans Avenue  
Hawthorne, California 90250

Dear Ed,

We were delighted to be able to welcome you and your colleagues to Rockville on May 23 to discuss the possibilities of using the GE Information Services MARK III Network for the down-line loading of software into Mattel Intellivision home computer systems.

We, for our part, came away from the meeting encouraged that the download concept we discussed appears to be technically and practically viable, and we would like to pursue it further with you. Probably the next steps are to obtain some more detailed estimates of the forecast network loads and distributions, and of the possible download control program functionality and cost.

As promised, I enclose copies of our current Library Software Index (programs available on-line that are owned by GE) and NSS Program Index (programs available on-line that are owned by various third-party authors). Obviously this software (and its documentation) has been implemented strictly with the professional user in mind, but in considering the consumer market there may be some interest in such items as mortgage calculations (Library Index p. 16, NSS Index p. 29), solar and other energy planning (NSS p. 45), biorhythms (NSS p. 113), and for the higher-powered planner of individual finances, a number of relevant programs concerned with taxation, interest rates, real estate (NSS pp. 6-7, 23-28), and portfolio management (Library p. 14: *Securitites Database*).

As we recommended at the meeting, we feel it might be helpful for Dr. Chandler and Mr. Chang to obtain a more detailed technical briefing on the technical features and operation of the MARK III Service, and Bill Doubek will be happy to provide this locally from the resources of his Orange County

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District Office at The Koll Center, 4590 MacArthur Boulevard,  
Suite 530, Newport Beach, CA 90010, telephone (714) 975-0356.

Once again, may I say how pleased we were to have the opportunity  
to hold these discussions with you, and I hope we may be in  
contact again in the near future to pursue them further.

Yours sincerely,

Tony

A. R. Kench, Manager  
Strategic Product Programs  
Strategic Planning & Development Operation  
General Electric Information Services Company

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cc: Mr. Jeffrey Rochlis, Mattel Electronics (w/encl)  
Mr. Richard Chang,                                 "  
Dr. David Chandler,                                 "